WEEKLY REVIEW

Sixty Per Cent Increase for Second Week of June

Handicap Contest Stirs Things Up

Many Salesmen Make Good Scores

Conkling Jumps Into Lead

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO — Thursday, June 24, 1909 — NUMBER TWENTY-SEVEN

Handicap Contest

Starts May 31st, Ends July 31st

SEVEN PRIZES OFFERED

First, Original Painting, Valued $100.00 or More
Second, Original Painting, Valued $100.00 or More

Third	- -	$30.00 Cash
Fourth	- -	25.00 Cash
Fifth	- -	20.00 Cash
Sixth	- -	15.00 Cash
Seventh	- -	10.00 Cash

Standings Published Weekly

Scores Based on Averages for Year to May 1st

New Men to be Rated by Sales Department

10 Points for Writing an Average Weekly Total.
1 Point Less for Each 1-10 Less Than Weekly Total.
2 Points for Each 1-10 Increase Over Weekly Average.
10 Points for Largest Increase Over Weekly Average.
5 Points for Second Largest Increase Over Weekly Average.

10 Points for Largest Number of Orders, Weekly.
5 Points for Second Largest Number of Orders, Weekly.
1 Point for Each Day's Business.
1 Point Extra for Writing Business on the Fifth Day.
3 Points Extra for Writing Business on the Sixth Day.
1 Point for Each Mailing Card or Blotter Order.

The second week of the handicap contest ended the 12th of the month and we are glad to say that more men have better scores the second week than during the first. Elsewhere we publish a table showing the standing of the sales force for the two weeks, and hereafter we will publish weekly the score for each week.

We made the prediction last week that the leaders would be apt to change weekly, which is the case to a certain extent. Last week Mr. Parks and Mr. McLaughlin tied for first place. This week Mr. Conkling jumped into the lead,

Mr. McLaughlin stands second and Mr. Parks drops to third. Mr. Beelman stood number four last week and remains in the same position. Mr. Cies jumps from sixth place to fifth place. Mr. S. L. Smith who was tied with Mr. Moore for seventh place this week jumps into sixth place. Mr. Brooks who had a poor score last week comes back with a splendid showing and now stands number seven. Mr. Moore drops to eighth place just one point behind Mr. Brooks. W. A. McDonald who was not in the running the first week now stands number nine. Mr. McCullough follows just two points behind. Mr. Lott and Mr. Lindsley tie for 11th place with 28 points each. John Dean Thompson is just one point behind with a score of 27. There are a large number of others who are within easy striking distance of the leaders and a good week will put any of these men well up.

The changes in the leaders and the jump of some men from away down in the score sheet up among the seven leaders show the possibilities of the contest. Even if you have not made any kind of a score the first two weeks there is still plenty of time for you to jump into the lead or at least get well up.

Last week Mr. McLaughlin and Mr. Parks shared the honors each scoring 45 points, Mr. McLaughlin showed the largest increase in sales and had the second largest number of orders; Mr. Parks had the largest number of orders and the second best increase in sales, each scoring 15 points under these headings. This week Mr. Conkling scores under both headings. He not only counts 10 for the largest increase in sales but scores 10 points for having the largest number of orders. His sales show an increase of practically 50% and he scores 19 points under this heading, added to this 6 points for five day's business, makes his total score 45 points.

Mr. Broks stands No. 2 for the week with 30 points to his credit. His sales show an increase of 30% and he scores 16 points. He shows the second largest increase in sales for the week and scores five points under this heading. He wrote business four days which gives him four points; and had five mailing card or blotter orders, which makes his total 30. Mr. Brooks had rather a poor showing the first week, but now jumps up into seventh place with a total for the two weeks of 35 points.

Mr. Beelman follows with 34 points. His sales show an increase of 25% over his average for the year, and he scores 14 points. He reported a clean week, which scores him 10 points making his total 24. He stood No. 4 the first week and remains in the same position.

Mr. Cies follows Mr. Beelman with a total of 22 points. His sales for the first week were almost up to his average. The second week his total is something less, but he is helped out by reporting business every day and furthermore had the second largest number of orders. This gives him a total of 22. He stood No. 6 the first week and moves up into fifth place for the two weeks.

Mr. Lott ties with Mr. Cies as does Mr. S. L. Smith each with a total of 22 for the week. Mr. Lott makes his points by writing an average for the year. This counts him 10 points. He reported a clean week which gives him 10 more and adding to this two points for mailing card or blotter orders makes his score 22.

Mr. S. L. Smith scores his 22 points as follows: He wrote a business 20% in excess of his average counting 14 points. He reported business for five days and scores 6 points, and two mailing card or blotter orders, making a total of 22. Mr. Smith was tied with Mr. Moore in the first week for seventh place. He now moves up to sixth place, with a total score for the two weeks of 39 points.

Mr. McLaughlin follows with 20 points for the week. He, however, stands No. 2 in the total score for the two weeks. His score for the first week was 45 points and for the second week 20. He wrote a business of not quite 20% in excess of his average for the year counting him 13 points; he had business on five days scoring six points under this heading and one mailing card or blotter order.

Mr. Reilly follows with 19 points for the second week. His business is about 15% over his average, and he scores 13 points. He reports business five days which counts him 6 points.

W. A. McDonald follows with 18 points.

He wrote a business of about 20% over his average for the year, which scores him 13 points. He secured business three days counting him three points and one mailing card or blotter order. He stands No. 9 for the second week and No. 9 in his total score for two weeks.

Mr. Moore stands No. 10 for the second week with a total of 17 points. He writes a business showing an increase of close onto 20%; and had business four days with one mailing card or blotter order. Mr. Moore stands No. 8 in the total score for the first two weeks.

Mr. Lins ties with Mr. Moore with 17 points for the second week. He writes a business of practically 20% over average set for him counting 12 points; and had business four days and one mailing card and blotter order.

Mr. Fadely and John Dean Thompson follow with 15 points each. Mr. Fadely scores his points by writing a business close up to his average, and scores 9 points. He had business five days which gives him six points more.

Mr. Thompson makes his score by also writing a business close up to his average scoring nine points. Business for five days gives him 6 points, and a total of 15.

Mr. Marks follows with a total of 13 points He writes a business just $9.00 less than his average for the year, counting him 9 points. Business for two days and two mailing card or blotter orders counts him four points more.

There are many others who write a business that is up to average or close up to their average for the year, and in this respect the contest is somewhat of a surprise as we were inclined to think at the first that the scores would not be as large, that is to say that there would not be as many men that would write a business up to and in excess of their average at this time of the year, as it must be taken into consideration that in the averages set for salesmen has been figured the early weeks of the year, which of course, are much heavier than at this time.

We were inclined to think that the salesman who could keep up to his average would prove a leader, whereas it seems to require considerably better than an average business to get up among the first seven men.

We again want to impress upon you the fact that every man has an equal chance in this contest, as all are rated on average's sales for the year, and in cases where men have not been with us throughout the year we have figured an average business, basing our figures on what they should do in the early months of the year and what they had been doing of late.

We have tried to be perfectly fair in setting every man's average and feel that every man on the force has a chance of winning.

The sales force is now working on the fourth week of the contest and when this reaches you you will be entering into the fifth week. We hope that every man will put forth his best effort to write an average business or better, at the same time try and write business with regularity which will help you out wonderfully in your score.

HANDICAP CONTEST SCORES:

SALESMAN	Week Ending June 5th.	Week Ending June 12th.
Albert	7	0
Barber	5	2
Bayley	1	Not Working
Beelman	20	24
Bowles	5	8
Brooks	5	30
Byron	Not Working	12
Carter	8	5
Cies	18	22
Coleman	Not Working	Not Working
Conkling	26	45
Coulter	9	Not Working
Ellis	10	3
Fadely	8	15
Fairbairn	8	7
Finley	7	5
Gerlach, A. E.	5	7
Heneghan	0	Not Working
Huffert	13	10
Lins	3	17
Lott	6	22
Lindsley	21	7
McCullough	19	10
McCully	7	7
McDonald, H. B.	1	11
McDonald, W. A.	13	18
McLaughlin	45	20
Marks	10	13
Meyer	4	Not Working
Moore	17	17
Osmun	4	0
Oxford	5	2
Parks	45	6
Reilly	2	19
Roberts	Not Working	Not Working
Saxton	3	Not Working
Scott	4	2
Shepard	12	10
Shimmin	12	6
Smith, F. A.	7	Sick
Smith, H. E.	4	5
Smith, S. L.	17	22
Thompson	12	15
Ungerer	11	13
White	0	3
Wiese	0	0
Woodman	Not Working	2

SALES FORCE WORKING AT A LIVELY CLIP

AN INCREASE OF 60 PER CENT FOR SECOND WEEK OF JUNE.

Field Force Enthusiastic Over Handicap Contest and Good Scores Result.

The work of the sales force for week ending June 5th about which we wrote in last issue of the Review showed indications of a slump, and while the increase for that week was substantial it could not be compared with the work of the force early in the year. It is true that there were a great many men out of the field for one reason or another the first week of June, and this is also true of the second week, as you will note by referring to the standing of the force in the handicap contest.

Nevertheless the sales for the week show the splendid increase of 60%, and we are very much inclined to think that when full reports for the month are in that it will be found that June sales exceed those of May, as was the case last year.

Elsewhere we have reviewed the work of the force in the handicap contest now on, and it is mighty gratifying to note that many men are writing an average business, furthermore a large number are running ahead of their average. The fact that many men are running ahead or up to their average business we believe is due largely to the fact that more men are producing business with regularity.

Some of you probably feel at times that it is all foolishness on our part to keep hammering at this point right along and we believe that some men honestly feel that it is impossible to get business every day or nearly every day. This is a big mistake and it is for the benefit of these men that we keep hammering at this point all the time. What better evidence could we have than the work of some of the men on our own force. We have a number who rarely fail to get business every day, and they are counted among the successful men. The fact that these men get business every day is not due to the territories they are in, nor do we think it is due entirely to the men themselves. It is their system of working that gets them business every day. The regular producer must not waste too much time on prospects, as in order to make a sale every day you have got to show the line often. The regular producer must call on a number of prospects and work rapidly. Systematic work will produce results in the calendar game as it will in any line of work, and it is the only method of working that will produce the proper results.

We will have to admit that there are rare exceptions as some men go after large business and at the end of the year have written a nice total, but we believe that these men will have to admit that they could make twice as much money if they would devote the same time that they now devote to big deals and then devote the balance of their time or the greater portion of it to working on smaller deals. If your system of working does not produce business with regularity why not make a careful study of the way you are working and your methods, and find out what is wrong. It certainly will do you no harm to adopt different tactics and try them out. The man who can get business with regularity will feel much better satisfied with his work, and his commissions at the end of the year will show up much more favorably. Look after the bread and butter orders and make expenses every day, and the larger orders when they come along with the nice fat commissions attached will be velvet.

Remember great records are only the accumulation of small deeds often done.

WEEK ENDING, JUNE 12th

As mentioned elsewhere week ending June 12th is spectacular in the respect that an increase of 60% over the corresponding week of last year is shown. On the other hand, no one salesman performed any spectacular stunt, the increase being the result of good work throughout the field.

Mr. Beelman stands No. 1 with a very satisfactory total. He reports business every day and a total of 12 orders. His sales show an increase of 25% over his weekly average for the year. On Monday he wrote two orders; Tuesday three orders; Wednesday and Thursday one order each; Friday he wrote two and Saturday three orders. We might add that Saturday was his best day, his three orders amounting to $228.00.

Mr. Conkling runs a close second to Mr. Beelman, having reported a total of just $3.00 less for the week. Mr. Conkling reports business for five days and a total of 15 orders, which is certainly mighty nice work. He reports a business that exceeds his average since working for us by approximately 50%. On Monday he wrote one order; Tuesday four orders; Wednesday five orders; Thursday three and Friday two; Saturday's report was a blank.

Mr. S. L. Smith stands No. 3 with 7 orders and business for five days. He wrote business every day except Saturday. His best order amounting to $16.50 was secured on Wednesday. We might add that Mr. Smith's sales are about 20% ahead of average set for him in the handicap contest.

Mr. Lott follows, and it is noticed that he is just a few dollars ahead of his average for the year. He wrote one order on each day with the exception of Friday, on which he wrote three orders amounting to $183.00.

Mr. Moore stands No. 5 with a very satisfactory total. His best work was done on Monday and Tuesday on which days he wrote three orders each; Wednesday and Friday were his off days. He secured one order on Thursday and another Saturday. His total is about 10% ahead of his average weekly sales for the year.

Mr. Brooks stands No. 6 with eight orders and business for three days. He secured orders on Monday, Wednesday and Thursday. His sales for the week show an increase of about 30% over this average weekly sales.

Mr. Reilly stands No. 7 with an increase of about 20% over weekly average. He secured six orders and business for five days. His week was helped out slightly by the fact that a subject to countermand order, amounting to $62.00, passed the critical point.

Mr. Cies follows with a clean week and a total of 13 orders. On Monday he wrote three orders, Tuesday two, Wednesday four orders, Thursday and Friday one order each and Saturday he finished up by writing two orders. This is a nice record.

Mr. H. B. McDonald stands No. 9, and while he is not up to the average he has maintained so far this year, he has a very fair week. His best business was on Wednesday when he wrote three orders amounting to $192.32.

Mr. Byron stands No. 10 with a total of seven orders and business for four days. Monday and Saturday were his off days.

As stated previously, the work of the sales force for the week is pretty evenly divided. As a matter of fact the first several men are within $100.00 of each other in gross sales, and following closely behind are many whose total sales for the week run within $50.00 of one another. Altogether the showing for the week is satisfactory, but at the same time we cannot help but feel that the increase would have been much greater had there not been a number of men absent from their fields on account of sickness and for one reason or another.

Number of Orders.

Mr. Conkling leads the force under this heading with a total of 15 orders for the week. This is certainly a mighty nice showing. Mr. Cies follows with 13 orders. Mr. Beelman stands No. 3 having booked a total of 12 orders. Mr. McLaughlin and Mr. Lins tie for fourth place with a total of nine each. Messrs. Brooks, Lott, Moore and Thompson tie for fifth with a total of eight orders each. Mr. Byron, Mr. S. L. Smith and Mr. Ungerer tie for sixth place with seven each. Messrs. Fadely, Huffert, W. A. McDonald, Reilly and McCulloch tie for seventh place with six orders each.

Days' Business.

Mr. Beelman, Mr. Cies and Mr. Lott report business every day for the week. The follow-

ing salesmen report business for five days: Messrs. Conkling, Fadely, McLaughlin, Reilly, S. L. Smith and Thompson.

Some day we hope to be able to state in the pages of the Review that we are satisfied with the showing under this heading, and we regret that we cannot do so at this time.

There are altogether too many men who fail to get business more than three days out of each week. This fact is all the more noticeable for the reason that we have on our force many men who rarely fail to secure business every day when in the field, whereas there are others whose names seldom appear under this heading.

We feel that when we can get a man to sending in business with regularity that his success in the calendar business is assured. We know that a salesman will be much better satisfied with himself and the proposition, if he can once get the habit of writing business with regularity. The cause for failure to produce business with regularity we honestly believe is not due to the man and territory, so much as it is due to the methods a man uses in his work.

It is a very easy matter for a man to waste too much time with prospects, or after he has called on a certain number to give up work for the day. The man who follows this system is not the man who is going to make a star salesman. A very successful salesman told the writer not long ago that when he started out in the morning he knew that somewhere in town there was a man who would buy and that when he wrote a good order or two before dinner, he knew that he was right, and then worked all the harder to write twice as much in the afternoon.

NEWS FROM THE FIELD

POSSIBILITIES OF CALENDAR GAME

Finley Writes $314.00 Order After Five O'Clock

Here is a striking illustration of the possibilities of the calendar game. Mr. Finley worked one town in the morning in a rainstorm without getting an order, and about noon left for another city, and it was not until 5:00 o'clock that he called upon the prospect from whom he landed the splendid order amounting to $314.00 referred to above. What better evidence is needed of the fact that it does not pay to give up or get discouraged.

It would seem that Mr. Finley after having worked all morning in a rainstorm without an order, and then going to another city and working until 5:00 without success would have good reason to give up the day, but luckily for him he did not give up with the result that he made what would be called a very good week's salary in any other line of business, after 5:00 o'clock that day. There is always a man in every city or town that will buy calendars if you can find him, and it is this very point that makes the calendar business interesting to the salesman who is full of enthusiasm and determination. The fellow who will keep everlastingly at it, and not give up until he has put in a good hard day's work will usually find something before the day closes. Mr. Finley's letter follows:

"The enclosed order was gotten after the close of a hard day, and when I supposed I was "skunked," as it was after 5 P. M. before I took the chance.

I worked Hughesville this morning in the rain, and was pretty well discouraged when I got back, but I feel better than if I had gotten it easy.

C. A. FINLEY."

H. B. McDonald Feels That Mr. Gerlach's Visit Has Helped Him

Mr. K. H. Gerlach recently spent a few days with Mr. H. B. McDonald in Texas, and they managed to line up some pretty fair business and at the same time Mr. McDonald feels that he has been helped wonderfully by Mr. Gerlach's demonstrations and this is of course, what we are striving for. His letter follows:

"Well, Mr. K. H. Gerlach has left after

having spent two days with me, and I want to say that I have learned more about the calendar business in these two days than during my previous experience in the business. I didn't have any big prospects lined up, so we went out atfer new business. Finally we struck a prospect who was a calendar user, and after calling on him four or five times Mr. Gerlach finally got an audience. This prospect agreed to look over the line, but said he was afraid he had already bought more calendars than he could use. As a matter of fact he had placed an order for 1700. Mr. Gerlach finally sold him our splendid Moran and some of the Davis De Luxe.

Another good order we landed under difficulties was from a party who had promised to place an order for a special calendar with their home company. After Mr. Gerlach had talked awhile these people forgot about their promise, and the order was finally signed. It took some hard work to get this order however, as the prospect was a lady buyer, who had been figuring with a home concern as previously stated to reproduce a picture of her little girl, and the head clerk was also in favor of this proposition. Mr. Gerlach finally lined the proposition up using our Davis De Luxe mounts for the reproduction, and this proposition at once made a hit. The buyer showed the Davis De Luxe to everyone around the office and it was complimented and admired so much that she really couldn't find an excuse for not giving the order.

H. B. McDONALD."

Fadely Acknowledges Prize Grip

Mr. Fadely as you probably know was one of the winners in the contest for grips which ended last month. We recently forwarded his prize and in acknowledging it he writes as follows:

"Saturday night on my arrival home I received your letter informing me that you had shipped the grip which I won in the last contest. It was after dark and the express office was closed, so I consoled myself figuring that I would go after it the first thing Monday morning. After I had been home a while my wife went into another room, and brought out the grip and set it down before me. It seems it had arrived earlier in the day. We were both very much pleased with it and I want to say, coming as it does from good, kind, cheerful employers, who always have at heart the best interests and welfare of their traveling salesmen, and coming as it does after a long, hard fought contest makes it the more precious to me. It shall be my daily companion on the road, and right here I want to say it will give me the greatest of pleasure to carry it.

May the life of the G.-B. Company be many, many years, and may each year be more prosperous and fruitful to the company is the wish of C. W. FADELY."

A Suggestion For the Use of Mailing Cards

Mr. H. B. McDonald has a suggestion for the use of mailing cards, that he says works to advantage in small towns which do not have a local newspaper. The idea is to sell a merchant a quantity of mailing cards with his advertisement printed on the face in the regulation space for that purpose. Instead of inserting newspaper ads, this merchant when he has a special sale to announce, takes a quantity of these cards to a nearby printer, and has his special announcement or advertisement printed on say one-half of the reverse side leaving the other half for address, etc. They are then carried through the mail without an envelope or of course the entire reverse side can be printed on and the cards mailed in envelopes, which is probably a better plan as the cards would reach prospective customers in better shape. As a matter of fact this plan could be worked well in towns that have publications or newspapers, as the merchant is able to make a special announcement without his competitor knowing it. If he wants to put on a special sale at cut prices or advertise some other proposition that he does not want his competitor to know about he can get several day's start of his competitor, whereas if the announcement appears in the paper a competitor knows about it the same day. Mr. McDonald writes as follows:

"I have outlined a plan for the use of mailing cards in small towns which do not boast of a newspaper, and I find it works to good advantage. Briefly speaking the plan is as follows: I point out to the prospect that he can use a quantity of mailing cards to splendid advantage, by keeping them on hand and when he has a special sale or a Fall or Spring announcement to make, he can take what ever

quantity he wishes to use of the cards to a near-by printer and have his special announcement printed on the reverse side, and then address and mail them to his prospective customers. I point out to the customer the fact that as the cards go through the mail their delivery is insured, and that he can feel sure his announcement reaches the people that he wishes it to reach, whereas in a newspaper advertisement he is shooting at random.

I point out to the prospect that there are many advantages. In the first place his competitor's ad is not on the same page with his for comparison. Furthermore, his competitor does not know what he is doing until it is too late to spring something of a similar nature.

Of course, every man on our force has his own way of putting the proposition to his prospective customers, and I am sure that some of the boys could work this out to good advantage, probably can put it in a more forcible manner than I have outlined.

H. B. McDONALD."

Cies Has a Peculiar Experience

Mr. Cies writes about an experience he had in trying to sell a Murphy customer who had been buying leftovers, or at least who bought leftover mounts last year. This prospect informed Cies that our prices were higher than any other company, and finally Mr. Cies made the proposition that he bring out one of his last year's calendars and he would then compare them with similar size in our line and that if there was one cent's difference in the price, the order would go to Murphy. The prospect brought out one of his calendars also the bill, and he had Cies cornered for the reason that he bought leftover calendars. Cies tumbled to this fact from looking at the number on the calendar in which is incorporated the year as you know, and then proceeded to show some of his leftovers a trifle smaller and at a slightly less price than Murphy had sold this party the previous year. He finally closed an order for regular goods amounting to about $40.00.

His letter follows:

"I had a peculiar experience writing an order last week that might be of interest to some of the new men. My prospect liked the Davis De Luxe but contended that I was higher on my goods than any other company. I admitted that I was higher than some but stated that I was selling better goods. He said, "Do you think your goods are better than the Murphy line?" I said, "Doubtless you have seen both lines. What do you think about it?" He said, "Murphy has a very nice line." I replied, "I admit that, but did you ever see a line that was as nicely gotten up or as artistic as this one?" He said he never had. I learned that he bought his calendars of Murphy last year and said, "If you have one of those calendars I will take the same size of mine and compare and if there is a cent's difference in the price you buy of Murphy next year. He got one and I asked him if they were all that size and style and he said they were and that he got 500 for $17.50 and showed me the invoice. I looked mine up and they were $26.50 for 500. Of course, he had the laugh on me, but I was on the job and showed him that he was using a '08 subject that his calendar was a little smaller than mine, and I then showed him last year's subjects that we were closing out at $14.00 per 500 just a shade smaller than his. I closed his order then for over $40.00.

In rumaging around I found a lot of cheap cardboard calendars with the little mounts he showed me, and while he insisted that all his order was the same shape, size and quality I am sure they were a part of the order he had me figuring to beat.

I relate this little incident because the new man might fall into the same trap I did and not be able to take his customer with him, not being acquainted with other lines and prices. I have heard calendar salesmen put up a terrible howl about some competitor cutting the price when in many cases they could have shown the prospective buyer that he was getting job lots, and a G.-B. salesman can often win by pointing out that we can furnish old shelf stock just as cheap, but when compared with the new creations in calendars, they will usually want the new.

H. W. CIES."

De Luxe Saves the Day for Marks

Marks tells about his work the early part of last week, stating that things did not look very bright at the start, but he finally tumbled onto a bank who had been a Murphy customer, and who had first refused to look at his line telling him that they had been getting good

service and had been treated nicely and knew of no reason why they should make a change. Marks finally got them interested to the extent that they consented to look at our line and the battle was won. There is absolutely no question but that the G.-B. line is superior to any line on the market in the way of originality and workmanship, and unquestionably many men on our force would do a much larger business if they could simply get prospects interested to the extent of consenting to look at the line. We will have to admit that there have been good calendars on the market for some few years back, and undoubtedly the customers of two or three of the larger companies have received good treatment, and it is very likely that many of these older buyers would not change were it not for the fact that better value in the way of workmanship and material is found in the line of the G.-B. company. Mr. Mark's letter follows:

"Was somewhat pleased when I got the $80.00 order in S. When I approached the Cashier in the bank there, was informed that while they had not placed their calendar order in black and white they had just as good as done so, for they had always bought of Murphy and as they had always been treated fairly they would not think of changing. I agreed with him that Murphy did put out some nice stuff, and undoubtedly did treat his customers fairly, but there were others who could do the same thing, and that we were making something in the calendar line that never had appeared on the market before and a style that Murphy did not make. I showed him the Davis De Luxe and while he admitted it was very neat he thought it was altogether too small for a country bank. He said they had always used a calendar with a big pad and with a picture of the bank on it.

A customer came in then and he left me and went into the back room and stayed some time. When he came out I was still waiting and commenced on him with the history of the company and asked to demonstrate my line, so we went into the back room and it resulted in the sale of 450 series 33 De Luxe and 50 "Lincoln in '61" for the bank, and then the Asst. Cashier and the Cashier ordered for themselves 20 more to give away as Xmas presents.

After I had got packed up the Cashier says, "Well I suppose you feel pretty good over selling us an order which is more than twice as much as we ever paid for calendars before, and too after our turning you down so cold at first." "Well," I said, "I do feel pretty good over the order, but I did not mind your turning me down cold because everybody does that." The Asst. Cash. spoke up then and said, "I wonder what our friend from Red Oak will say when he comes along." The Cashier said, "I don't know what he will say, but I can imagine how he will look." That was more than I could stand and I laughed right out, for I too could imagine how he would look.

W. Jay Marks."

Mr. Howe Writes After a Long Illness

Mr. Howe joined the G.-B. sales force the first of the year, and was in the field until about the first of March at which time he found it necessary to give up work and go into a hospital for what he thought then would be a short period of time. However, he was in the hospital 13 weeks, and we certainly are mighty glad to learn that he is now on his feet and hope that he will be able to get into the game again and make up for lost time.

"I came home from the hospital last week, after having been there for 13 straight weeks instead of three as first planned. I find I am not very strong yet, but am hoping to pick up now that I can get out doors. If I find I am able I will go out and see if I can gather in a little business later on.

It is certainly too bad that I should be laid up in this way, but if my health will only come back I will surely 'make good,' as I have never let go of the idea that I could sell G.-B. calendars under the right conditions.

I feel very sure that I'll be well enough to travel later on, but it is the carrying of the samples, that I have got to be sure of before starting out again.

So if agreeable to you, we will leave the matter open for a little while, at least until I find out how I am coming out physically.

I want to thank you for your kind letter received while in the hospital and also for the 'Weekly Review' which was such good reading that I forgot my aches and pains.

E. E. Howe."